

JUN 09 1995

Tobacco Company

DM	TED	01
1224		
1225		12
1226		112,5,9,10,13,14
1229		
1230		2,1,3,4,5,7,9,10,15
PTC	SAM	
ROM	PA	50
RM	PG	200
1240	1242	SAM

June 6, 1995

TO: ROUs

#1110-1210-1310-1510

#1610-2910-5310-5410

#5710-6210-6310-6710

(Please distribute to all personnel with Mobil Oil Locations)

REESE P. STANLEY  
Chain Accounts Manager

360 Herndon Pkwy., Suite 1500  
Herndon, VA 22070  
703-471-5629  
Fax 703-471-6370

**SUBJECT:** Mobil Oil Corporation -- Chain ID #0975-00-00  
Retail Partners Program

Ladies and Gentlemen:

As information, we have secured approval of our Retail Partners Base and Co-Marketing (Retail Match) Contracts with Mobil Oil Corporation.

Specifics are included; however, the following serves to highlight important facets for your implementation:

✓ Base Contract:

• Full Price Display(s)

First priority should be to utilize "Special" Mobil Inside Corner Wrap Display (Item #469091) which can be ordered through office (#2940). Mobil Corporation is adamant regarding placement of these displays in all possible locations. As alternative only, you may utilize (2) System III Displays.

• Savings Display

Doral display should be placed in price value display area; usually non self-service.

• Co-Marketing Program (Retailer Match)

Program may be implemented with local District Program Coordinator(s) in order to maximize on local opportunities. Promotions and approximate costs should be communicated to our office prior to implementation to allow our follow-up with Corporate.

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"We work for smokers."

- SIS Updates

Utilizing 1st Quarter, 1995 Pay Register the Washington Chain will mass update all locations presently maintaining our Full Price and Savings plans.

Sales reps will be responsible for forwarding 7101s, to their respective ROUs, for locations currently on a Full Price, Savings or No Contract. Current plans will be maintained through July, 1995. For 7101 entries, the following contracts should be utilized:

PK BASE SS - Plan AA  
CMFPKRJR - Plan AA

- Dealer Locations (Franchises)

Dealer locations are eligible for all programs as outlined. Co-Marketing can be handled at store level.

- "On the Run" Concept Locations (Currently 15 Stores)

Stores will continue to maintain PM Exclusivity Contracts until otherwise notified.

Your assistance and follow-through with Mobil Oil is greatly appreciated. Should you have any questions, please contact me.

Sincerely,

*Reese*

R.P. Stanley  
CAM - #2940

RPS:jk  
Partners.doc

cc: G.A. Young

Steve Manos (1140)  
Warren Steiner (6742)  
Mike Purviance (6240)  
Gary Hennessey (1540)  
George Buchas (1643)  
Russ Henderson (5442)  
Mike McCarrick (5740)  
Bob Fricke (1340)  
George Moulton (1544)  
Jordan Reece (2346) -- Information Only

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